

on which an interactive television program guide is implemented, comprising:

means for distributing local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

means for using the interactive television program guide to display the local advertisements; and

means for providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

24. (Twice Amended) A method for using a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

distributing the local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

using the interactive television program guide to display the local advertisements; and

providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

75. (Amended) A system in which local advertisements are displayed on user television equipment, the system comprising:

a television distribution facility that distributes local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

an interactive television program guide that is implemented on the user television equipment, wherein the interactive television program guide displays the local advertisements; and

a control interface that provides a user with an opportunity to interact with the interactive television program guide to select the local advertisements.

95. (Amended) A machine readable medium encoded with machine-readable instructions for use in a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising: